



Mother budgets our future now



"What a difference," Mother says, "now there are three people in the house working. It keeps me pretty busy, but believe me, I'm not too busy to think about the future. We don't want our money to slip through our fingers the way it did a few years ago when we were prosperous. My, we were silly. Easy come, easy go, seemed to be Jim's motto in those days. But not this time. We're putting plenty aside for a rainy day."

"Jim is working on munitions. Jack is at the aircraft plant. And Nora is on war work, too. There's more money coming into the house than we've ever seen before."

"Thank goodness, they're all pretty sensible. They don't need much urging to buy Victory Bonds, not with George over there in the Com-

mandos, and saved, by the grace of God, at Dieppe.

"We're not throwing our money around. We're cutting down here and there, so as to have a decent home for George to come back to, with no fear of the future in it. The bonds help to pay for the war, certainly, but we're doing this for ourselves."

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Thousands of families all over Canada have more money today than ever before . . . three incomes instead of one, in many cases. Many of these families are wise enough to deny themselves non-essentials which they might easily afford at the moment, because they see a chance to build a secure future for themselves after the war. Self-denial is in the air. It's the mood of a people determined that the future shall be better than the past.

How to Buy

Give your order to the Victory Loan salesman who calls on you. Or place it in the hands of any branch of any bank, or give it to any trust company. Or send it to your local Victory Loan Headquarters. Or you can authorize your employer to start a regular payroll savings plan for you. Bonds may be bought in denominations of \$50, \$100, \$500, \$1,000 and larger. Salesman, bank, trust company or your local Victory Loan Headquarters will be glad to give you every assistance in making out your order form.

You will be laying up for yourself the best of all investments—VICTORY BONDS are backed by all the resources of the Dominion of Canada; they yield a fair rate of interest; you can borrow against them; and they are readily saleable when you need the cash.

BUY THE NEW VICTORY BONDS

Canada Needs \$750,000,000



WEAR YOUR COMMANDO DAGGER
It is a symbol indicating that you have bought the new Victory Bonds.
National War Finance Committee